

**LISTING OF THE CLAIMS:**

Claims 1-10 (Cancelled)

11. (Currently amended) A system ~~for broadcasting or transmitting a program or commercial message~~, comprising:

coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information for use in requesting issuance of a shopping coupon together with said program or commercial message;

coupon issuance number receiving means for receiving number of issuances of the shopping coupon from a service center managing number of issued coupons for each program or commercial message; [[and]]

broadcasting/transmitting management means for determining a period, a number of times or a fee, for broadcasting or transmitting said program or commercial message, on the basis of said number of issuances of the shopping coupon; and

the service center, which comprises:

request receiving means for receiving a shopping coupon issuance request from a receiver of the program or commercial message via a network;

coupon transmitting means for transmitting the shopping coupon to the receiver via the network in response to the shopping coupon issuance request;

history storing means for storing a history including an identifier of the shopping coupon and information on the program or commercial message when the coupon transmitting means transmits the shopping coupon to the receiver; and

calculating means for calculating the number of issuance of the shopping coupon for each program or commercial message based on the history.

12. (Cancelled)

13. (Currently amended) A system ~~for broadcasting or transmitting a program or commercial message~~, comprising:

coupon broadcasting/transmitting means for broadcasting or transmitting a shopping coupon together with said program or commercial message;

coupon use number receiving means for receiving number of uses of the shopping coupon for each program or commercial message from a service center managing number of coupons used for each program or commercial message; [[and]]

broadcasting/transmitting managing means for determining a period, a number of times or a fee. for broadcasting or transmitting said program or commercial message, on the basis of said number of uses of the shopping coupon for each program or commercial message; and  
the service center, which comprises:

coupon transmitting means for transmitting the shopping coupon to the broadcasting or transmitting system;

history storing means for storing a history including an identifier of the shopping coupon and information on the program or commercial message when the coupon transmitting means transmits the shopping coupon to the broadcasting or transmitting system;

used coupon receiving means for receiving a used coupon from a store terminal;

history updating means for updating the stored history in accordance with the received used coupon; and

calculating means for calculating the number of uses of the shopping coupon for each program or commercial message based on the updated history.

14. (Cancelled)

15. (Currently amended) A system ~~for broadcasting or transmitting a program or commercial message~~, comprising:

coupon information broadcasting/transmitting means for broadcasting or transmitting coupon information for use in requesting an issuance of a shopping coupon together with said program or commercial message;

~~coupon issuance number analyzing~~ request receiving means for receiving a request for issuance of the shopping coupon transmitted on the basis of said coupon information ~~and calculating number of coupon issuances for each program or commercial message from a receiver of the program or commercial message via a network; [[and]]~~

coupon transmitting means for transmitting the shopping coupon to the receiver via the network;

history storing means for storing a history including an identifier of the shopping coupon and information on the program or commercial message when the coupon transmitting means transmits the shopping coupon to the receiver;

coupon issuance number analyzing means for calculating the number of issuances of the shopping coupon for each program or commercial message based on the history; and

broadcasting/transmitting management means for determining a period, a number of times or a fee, for broadcasting or transmitting said program or commercial message, on the basis of number of issuances of the shopping coupon.

16. (Cancelled)

17. (Currently amended) A system ~~for broadcasting or transmitting a program or commercial message~~, comprising:

coupon broadcasting/transmitting means for broadcasting or transmitting a shopping coupon together with said program or commercial message;

history storing means for storing a history including an identifier of the shopping coupon and information on the program or commercial message when the coupon broadcasting/transmitting means transmits the shopping coupon;

coupon use ~~number analyzing~~ status receiving means for receiving a coupon use status identifying that said shopping coupon is used, from a coupon affiliated store terminal managing the used coupon, ~~and for calculating number of coupons used for each program or commercial message;~~ and

history updating means for updating the stored history in accordance with the received coupon use status;

coupon use number analyzing means for calculating number of coupons used for each program or commercial message based on the updated history; and

broadcasting/transmitting management means for determining a period, a number of times or a fee for broadcasting or transmitting said program or commercial message on the basis of number of uses of the shopping coupon for each program or commercial message.

18. (Cancelled)

19. (Cancelled)

20. (Previously presented) The system in accordance with claim 11, wherein the coupon information broadcasting/transmitting means broadcasts the coupon information via a data broadcasting line when the program or the commercial message is broadcasted.

21. (Previously presented) The system in accordance with claim 11, wherein the broadcasting/transmitting management means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of issuances of the shopping coupon becomes larger.

22. (Cancelled)

23. (Previously presented) The system in accordance with claim 13, wherein the coupon broadcasting/transmitting means broadcasts the shopping coupon via a data broadcasting line when the program or the commercial message is broadcasted.

24. (Previously presented) The system in accordance with claim 13, wherein the broadcasting/transmitting managing means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of uses of the shopping coupon becomes larger.

25. (Previously presented) The system in accordance with claim 15, wherein the coupon information broadcasting/transmitting means broadcasts the coupon information via a data broadcasting line when the program or the commercial message is broadcasted.

26. (Previously presented) The system in accordance with claim 15, wherein the broadcasting/transmitting management means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of the issuances of the shopping coupon becomes larger.

27. (Previously presented) The system in accordance with claim 17, wherein the broadcasting/transmitting management means sets a longer period, a higher number of broadcast/transmission times, or a higher fee for broadcasting or transmitting the program or commercial message as the number of uses of the shopping coupon becomes larger.

28. (New) The system in accordance with claim 11, wherein the information on the program or commercial message includes a title of the program or commercial message, date and time when the program or commercial message is broadcasted or transmitted, and a channel via which the program or commercial message is broadcasted or transmitted.

29. (New) The system in accordance with claim 11, wherein:

- the service center generates the shopping coupon,
- the service center inserts a coupon identifier into the coupon information and transmits the coupon information to the broadcasting/transmitting means,
- the broadcast or transmitted coupon information includes the coupon identifier.
- the shopping coupon issuance request includes the coupon identifier, and
- the service center selects the shopping coupon to be sent to the receiver according to the coupon identifier included in the coupon information when the service center receives the shopping coupon issuance request from the receiver.

30. (New) The system in accordance with claim 13, wherein the information on the program or commercial message includes a title of the program or commercial message, date and time when the program or commercial message is broadcasted or transmitted, and a channel via which the program or commercial message is broadcasted or transmitted.

31. (New) The system in accordance with claim 13. wherein:

the used coupon includes information on an audience at the receiver, date and time when the shopping coupon was obtained at the receiver, and date and time when the coupon was used, and

the service center calculates the number of issuances of the shopping coupon and the number of uses of the shopping coupon for each coupon obtained for each program or commercial message and for each gender and each age zone based on the information on the program or commercial message, the information on the audience, the coupon obtained date and time, and the coupon used date and time.